

ABSTRACT

The subject invention provides for systems and methods that visually enhance paid inclusion listings to facilitate offering a clear and substantial value to paid inclusion
5 advertisers while retaining ordering rights to keep listings relevant to users. More specifically, the systems and methods allow paid inclusion listings to be visually modified at the discretion of the advertiser, the user, and/or the search service provider (*e.g.*, publisher of search results) to facilitate differentiation among advertisers, companies, and the like. The ordering of the enhanced paid inclusion listings is not
10 compromised based on the number or type of enhancement selected by the paid inclusion customer. A search service provider or search result publisher (“service provider”) can offer a plurality, or at least one, of different types of enhancements to paid inclusion customers (“advertisers”) to affect the rendering of any paid inclusion listing to the user.